

\$1.25
Table Damask
\$1.00 Yd.

72-inch Bleached Irish Table Damask, in 40 of the latest and most desirable patterns. A good \$1.25 quality at a yard, \$1.00.

\$1.25 & \$1.39 Percale and Gingham House Dresses

These are made in a number of pretty styles of excellent quality percale and gingham, in stripes, dots, checks, neat, small figures and plain colors; all sizes from 34 to 46. Good values at \$1.25 and \$1.39. Special for a one-day sale, 98c.

98c

30c
French Canvas
23c

An extra close-woven quality; all linen and shrunken. Has no gum or glue filling; in tan only. Our regular 30c grade for 23c.

WE CLOSE DAILY AT 6 O'CLOCK.

420 TO 430 7TH ST.

LANSBURGH & BRO

417 TO 425 8TH ST.

Established in 1860.

49c
Silk Veiling,
30c

Silk Veiling, in black, white and all stylish shades; in plain and fancy meshes. Excellent values at 49c yard. Special, 30c yard.

\$4 Messaline
Petticoats . . \$2.19

Excellent quality messaline, in black and colors, such as white, tan, maize, emerald, navy, copen, king's blue and changeable shades; tailored seams; deep-pleated flounce; finished with underflounce; full regular width; all lengths. Special, \$2.19.

85c
Lining Satin,
69c

A handsome satin-face lining for jackets, capes, etc. Twenty different colors to choose from. Guaranteed to wear two seasons. Regular 85c grade, reduced for one day to 69c.



A Great Value-Giving Sale of Trimmed Hats at Half Price

The season's greatest values are here in this sale of Trimmed Hats—smart hats in all the season's most desirable modes—the new jokers, sailors and mushroom shapes, in all the desirable shades, emerald blue, Alice blue, brown, navy and purple, all are here; hundreds of exclusive styles; trimmings of ostrich, Numidi and fancy wings and feathers. Ribbons and Silks of every kind and color.

We have divided these hats in two lots—priced to sell quickly. All we ask is look at them. You cannot resist them, as we can safely make the statement—

THESE TRIMMED HATS ARE THE BEST VALUES EVER GIVEN HERE OR ELSEWHERE.

Values, \$7 to \$10.00

Values, \$10.00 to \$15.00

Consisting of fine Tagal hemp; silk braid, handmade hats, Milan braids; in every shape; color with trimmings of ostrich, wings or stick-ups or flower and ribbon trimmings.

At \$5.00

At \$7.50

SEE WINDOW DISPLAY—The hat you want is here.



Announcement Extraordinary

Arrangements have been made with the Messrs. Shuberts for their great star,

TRIXIE FRIGANZA

To hold a reception to the public on our main floor, between the hours of 12 and 2,

MONDAY, APRIL 21

Miss Friganza will give to every one her latest picture,

"THE PASSING SHOW OF 1912"

Playing this week at the Belasco Theater, and in which Miss Friganza is the brightest shining star of the New York Winter Garden's greatest production. Miss Friganza joins us in inviting the readers of this paper to call on her at our store tomorrow.

Miss Friganza and all members of the "Passing Show of 1912" use and endorse the famous Melorose preparations.

\$2.00 40-Inch All-Silk Crepe de Chine for \$1.69

Heavy, strong, clingy and perfectly finished. The well known scarcity of this much-wanted and beautiful all-pure-silk fabric prompts us to say the following shade assortment is the most complete south of New York. We have them in shades of navy, brown, tan, gray, orchid, cornflower, peach, helio, copenhagen, light blue, pink, leather, apricot, alicia, Nell rose, mais, ciel, corn, reseda, old rose, lavender, white, ivory, cream and black, and these are the regular \$2.00 qualities which we will sell tomorrow at the special price, \$1.69.

\$2.00 36-Inch Black Corded Silks, \$1.50

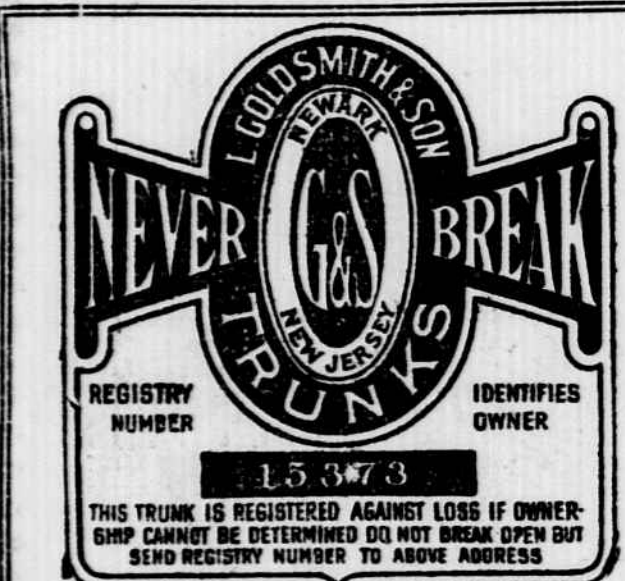
These are suitable for separate coats, coat suits, dresses and trimming purposes. Included in this sale are Faille Francaise, Bengalines, Diagonal Cords and Serges; all are absolutely perfect and excellent blacks. Regular \$2.00 quality, at \$1.50.

\$1.39 36-inch Double-fold Charmeuse for \$1.00.

All pure silk; soft, lustrous and beautifully finished; in shades of Alice, copenhagen, pink, gray, wistaria, old rose, light blue, brown, garnet, Nell rose, amethyst, turquoise, white, ivory, matel, smoke.

\$1.00 27-inch Chiffon and Striped Taffeta for 75c.

Absolutely all pure silk and pure dye; will give satisfactory service; we have them in light and dark grounds, with white and colored stripes.



We Wish to Announce to the Public the Opening of Our New Department for Trunks, Go-Carts, Baby Carriages

Recently we received so many calls for these articles that we found it necessary in order to properly care for our trade to add this department to our store. After careful consideration and much painstaking we have finally selected what we consider to be the very best values and only those which are fully guaranteed to give entire satisfaction. Our line is very extensive, and you have a wide range from which to make your selection. For our Opening Sale we are quoting prices which are extremely low. If you are anticipating the purchase of any of these articles we will be more than pleased to show you the entire stock. A small deposit will reserve your purchase, and we will deliver it at your convenience. This department is located on the third floor of the new annex. Note the exceptional values we are offering during this Opening Sale in the items that follow:

GO-CARTS AND BABY CARRIAGES

\$7.00 COLLAPSIBLE GO-CARTS, \$4.95.
This is a full collapsible, one-motion cart, and can be folded into the smallest possible space; strongly and simply made; finely finished; leather cloth hood; wire wheels, with rubber tires. \$4.95

\$10.00 COLLAPSIBLE GO-CART, \$7.45.
Solid wood sides, edged with metal; famous Allwin make; large, roomy size; ten-inch wire wheels; 12-inch rubber tires; also several other very desirable styles. \$7.45

\$16.00 REED ROADSTERS, \$12.45.
Full size Reed Roadster, finished in natural adjustable reed hood, with roll; upholstered in drab corduroy; all-steel gear, in black enamel; wire wheels; 12-inch rubber tires; patent foot pan; reclining back. \$12.45

\$22.00 REED FULLMAN, \$17.45.
This Pullman Sleeper is of very artistic design and graceful lines; finished in brown and natural; tubular metal pusher; upholstered in brown and gray corduroy; safety brake; sliding roll-top hood. \$17.45

\$30.00 REED FULLMAN, \$22.45.
A large, roomy carriage, fitted with most comfortable gear; very easy running; natural finish; tubular steel pusher. \$22.45



Chicago's Most Beautiful Working Girl, MISS RAE POTTER,

Will Hold Daily Public Receptions at Our Toilet Goods Department—10:30 A.M. to 1 P.M. and 2:30 to 4:30 P.M.

Miss Potter was adjudged the most beautiful working girl in Chicago by Miss Lillian Russell in the Chicago Tribune's beauty contest in competition with thousands. Miss Potter uses only Melorose Toilet Preparations. Come and see how wonderfully clear they keep her complexion—let her demonstrate to you their many uses.

FREE 50c Worth of Blue Melorose or "La Willard White Co.'s Petite Geraldine" Perfume



MISS RAE POTTER

MELOROSE

FACE POWDER OR MELOROSE ROUGE, our regular 50c size, at 45c.

ALL OF THESE PREPARATIONS HAVE STOOD THE TEST OF TIME AND ARE RECOMMENDED BY LEADING ACTRESSES AND WOMEN OF NOTE. MAIL AND PHONE ORDERS FILLED.

This week every purchaser of 50c worth of any of the articles mentioned in this "ad" will receive 50c worth of BLUE MELOROSE PERFUME or "LA PETITE GERALDINE", the latest, daintiest and most lasting odor in the world.

WILLARD WHITE CO.'S

Vaucaire Tablets

Galega

A splendid preparation for thin, undeveloped, nervous and nervous women. The remedy that is recommended by beauty experts and physicians. The tablets are much better than the liquid, and contain the genuine galega. Try a box and note their wonderful effect. Perfectly harmless. \$1.79c box for this week only.

Truly Wonderful

are the merits of the

Marguerita Sylva

toilet preparations. We are selling Sylva Face Powder, 50c size at 45c.

Sylva Cleansing and Massage Cream, 2 in 1. Sylva Perfect Rouge. Sylva 45c Face Powder. Sylva Nail Polish. 25c.

Sylva Nail Polish. 25c.

DAINTY

MELOROSE

BEAUTY CREAM

The perfect cleanser and massage cream; excellent for complexion, freckles, tan, wrinkles, pimples, blackheads, chapped hands or face, etc.; does not grow hair or turn rancid, and has a very dainty odor; suggestive of flowers; defies sun, wind and dust. The regular 50c size at 45c.

4 Big Specials in Colored Wash Goods

32-inch Imported Crepe and 36-inch Silk and Cotton Wash Shirts, 39c

The best qualities, white grounds, in a full line of pretty stripes and colors, for men's shirts and women's tailored waists, etc.

5,000 Yards Wash Goods, Regular 25c, Values, yd., 15c

The assortment consists of dependable wash fabrics, velvets and flannels and many other kinds, in the newest 1913 printed all-over and bordered designs and colorings. 20c qualities, a yard, 15c.

New Printed Batiste, 12½c Yd.

Hundreds of pretty designs and colorings; 30 inches wide.

29c Silk Stripe Voiles, 18c

Beautiful sheer quality white and tinted with neat stripes in all colors. The material you will want badly when the hot weather comes.

White Rippollette, Yard, 15c

Needs no ironing; one of the most serviceable fabrics we have for dresses, waists, children's wear, underwear, etc.; four pretty width stripes.

38c and 50c White Cotton Goods, Yard 25c

45-inch fine, sheer, mercerized lingerie batiste, 45-inch mercerized-yarn voile, 28-inch French crepe.



Go No Further--Stop Here

That Women's and Misses' Coat Suits in newest weaves may be sold to you tomorrow at a remarkably large reduction. There's a reason for everything, as in this instance. One whole week of rainy weather left us with 500 more Women's and Misses' Coat Suits than we generally carry at this season of the year. We want to sell 1,000 Coat Suits this week. Will you help us to reduce our enormous stock? We offer you wonderful inducements. The balance of our stock will be sold at the following extremely low prices:

Women's & Misses' Coat Suits, Worth	Women's & Misses' Coat Suits, Worth	Women's & Misses' Coat Suits, Worth	Women's & Misses' Coat Suits, Worth	Women's & Misses' Coat Suits, Worth	Women's & Misses' Coat Suits, Worth
\$25.00, \$22.50, \$20.00, for	\$32.50, \$30.00, \$27.50, for	\$39.50, \$37.50, \$35.00, for	\$50.00, \$47.50, \$45.00, for	\$65.00, \$60.00, \$55.00, for	\$85.00, \$80.00, \$75.00, for
\$8.50	\$13.50	\$18.50	\$23.50	\$28.50	\$33.50

In conjunction with above suit sale we offer 1,000 White Lingerie and Voile Dresses for women and misses, \$4.85 worth up to \$10.00

We offer 300 Gingham Porch or Street Dresses for women and misses, worth up to \$6.00, \$3.85

Lansburgh's Sale of White Goods

In the Lansburgh stock of Washable White Dress Cottons are gathered many beautiful and fashionable weaves for women's summer frocks, blouses and lingerie. In this collection we have secured some very fine lots at less than their full prices.

75c White French Voile, Yard, 50c

Direct from Paris; woven on double-thread, fine, mercerized yarn; 40 inches wide.

\$3.00 English Longcloth and Nainsook, Piece, \$1.98

A special purchase; the nainsook in sheer quality, the longcloth in soft finish; 36 inches wide; 12 yards to the piece.

White Rippollette, Yard, 15c

Needs no ironing; one of the most serviceable fabrics we have for dresses, waists, children's wear, underwear, etc.; four pretty width stripes.

38c and 50c White Cotton Goods, Yard 25c

45-inch fine, sheer, mercerized lingerie batiste, 45-inch mercerized-yarn voile, 28-inch French crepe.

25c Linaire, Yard, 15c

The white fabrics of quality and finish; 39 inches; a linen-like white wash cotton of snowy brilliancy and beautiful weave; for shirt waists, lingerie, night garments, dresses and children's frocks. 25c kind—15c yard.

75c White Ratine Voile, Yard, 50c

40 inches wide; beautiful nub effect.

30c White India Linen, Yard, 19c

32 inches; fine, even-weave quality; for waists and dresses.

\$2 White Linen Sheeting, 90 Inches Wide, a Yard, \$1.39

Crash weave; soft finish; water shrunk; for one and two piece suits and separate skirts. White Goods Dept.—8th Street Annex.

THE NOTIONS YOU NEED

Are Specially Priced for Tomorrow's Sale

Slip-out Collar Supporters, all lengths, dozen	10c
Net Collar Forms, all sizes, each	3c
Machine Straps, full length, each	15c
Machine Needles, all sizes, 3 needles for	5c
Machine Oil, will not gum, bottle	5c
All-silk Seam Binding, all colors, piece	7c
Angora Skirt Braids, 5-yard pieces	10c
Collar Bands, all sizes, 2 for	7c
Snip Fasteners, black and white, dozen	7c
Shear Handle Scissors, 7 and 8 inch, pair	25c
Wooden Coat Hangers, 2 for	5c
Community 500-yard Spool Silk, spool	22c

We are Sole Agents in Washington, D. C., for the Original **Non-Krush**—The Perfect Dress Linen

The flax in this linen has been treated by a special and hitherto unknown process, which gives a wonderful combination of softness, elasticity and brilliancy. It is practically unshrinkable and uncrushable, resulting in a long-desired ideal costume linen. This is the Genuine NON-KRUSH LINEN—NOT IMITATION. 36 inches wide; in a complete line of shades and black and white. Actual value, 75c. Our price, yard, 59c

50c French and Rame Colored Dress Linens 39c

36 inches wide; yarn dyed and shrunken; every thread guaranteed pure linen. In light blue, pinks, lavender, green, wistaria, old rose, gray, tan, cream, brown, sage, Delft, Bulgarian, Copenhagen and navy blues, black and white.

A Great Sacrifice Sale of the Season's Wanted

1,000 56-inch Spring Suitings, such as Vests, Tailor Serge, Bedford Cord, etc., in all colors and black; 56 inches wide, and all wool. Worth \$1.69 and \$2.00. \$1.49

Our special price, per yard, \$1.49

\$1.50 56-inch Spring Suitings, such as Vests, Tailor Serge, Bedford Cord, etc., in all colors and black; 56 inches wide. \$1.50 quality. Tomorrow, per yard, \$1.69

\$2.00 44-inch Imported Jacquard Tussahs, the new spring and summer fabric of mohair and wool; very handsome; in four different designs to make your selection from. Our regular selling price, \$2.00. Special, per yard, \$1.69

\$2.50 and \$3.00 All-wool Eponge, Silk and Wool Eponge, Ratine Stripes, Velour de Laine Stripes and Checks, Shepherd Checks and about ten other styles in new imported novelties; all colors and black; 56 inches wide. Worth up to \$3.00. Special, per yard, \$1.98

\$2.00 56-inch Imported All-wool Cream Suiting, Serge, with neat colored hairline stripes of violet, blue, Nell rose and green; only one piece each, so come early and get what you want at less than half price. Tomorrow, \$1.98

60c Mohair Sicilian, 39c

1,000 yards Highly Lustrous, Reversible and Durable English Mohair Sicilian; splendid for separate skirts, three-piece dresses or bathing suits; yarn-dyed, making the colors absolutely fast; even salt water will not affect them. We have this mohair in cream, navy, red and brown. Buy 60c Mohair Sicilian at, per yard, tomorrow, 39c

Dress Goods

Entire Skirt Length Cream Panama, Worth \$1.50, 1,000 skirt lengths Cream Washable Panama; some are plain cream, others have a dainty hairline of black; 36 inches wide. 98c

\$2.50 Skirt Lengths, \$1.25

Four (4) yards All-wool Double-wrap Navy Blue Storm Serge; a good, sturdy cloth; double wrap. Worth \$2.50. Entire skirt length \$1.95 at reduced price of

\$1.50 Fine Cream Serge, 98c

Extra Quality Fine Imported Cream Clay Serge; 50 inches wide; reversible and washable; strictly first quality and all wool. We have only 100 yards, so be prompt. Genuine \$1.50 quality. For one day only, per yard, 98c

\$2.00 Dress Lengths, \$1.37

3½ yards 44-inch Black and White Shepherd Checks; only a very limited quantity. Worth \$2.00. The entire skirt length at remnant price of

60c Cream Storm Serge, 40c

One solid case of 40 pieces of this First Quality All-wool Serge; no restrictions—buy as many yards as you please. Instead of 60c, you only need pay, a yard, 49c

\$1.25 54-inch Black Mohair Sicilian, with a very bright silky luster and a thorough dust resister. The quality we guarantee to wear perfectly and satisfactorily; 54 inches wide, and worth \$1.25. Special, per yard, 89c